

Youredi and Isometric Technologies (ISO) Forge Strategic Partnership to Revolutionize Transportation Performance Intelligence

Las Vegas, United States, February 6th, 2024 — Isometric Technologies (ISO), the pioneer in Transportation Performance Intelligence, and Youredi, a leading provider of fully managed data connectivity and process integration services and solutions for logistics and the global supply chain, have formed a strategic partnership to [deliver fast and scalable integration solutions for mutual broker customers](#).

ISO is renowned for providing freight brokers with the ability to precisely measure service-level performance across their carrier networks, using its cutting-edge Transportation Performance Intelligence platform, and benchmarking those service levels against the rest of the industry through its first-of-a-kind Performance Index.

On the other hand, Youredi has established itself as the foremost provider of fully managed data connectivity solutions, offering efficient integrations for all stakeholders of the global trade, logistics, and supply chain domains.

This collaboration aims to offer ISO customers an out-of-the-box, streamlined integration path that connects their systems of record, including any Transportation Management System (TMS), and the ISO API for all shipment-related data flows. Youredi's state-of-the-art iPaaS technology will play a pivotal role in designing, implementing, and running these integrations, while adapting seamlessly to various user companies' preferred formats or data transmission technologies.

The joint offering will see Youredi embedded as an additional connectivity partner added to ISO's several data integration options, ensuring that clients can deploy and leverage the features of the ISO Platform in the most efficient way possible, regardless of the technical capabilities of their team or the TMS solution they are using.

Youredi has already begun delivering streamlined connectivity to mutual customers. Utilizing their expertise in custom TMS and API integrations, Youredi connected Best Bay Logistics to the ISO Platform within weeks of having a contract in place. As a result, Best Bay was able to get up and running without headaches, meaning a faster time to value with the ISO suite of solutions.

"ISO has provided unparalleled visibility into carrier performance that has elevated our carrier vetting and analysis process," said Param Singh, President at Best Bay Logistics. "We are thrilled to announce this strategic partnership with Youredi," said Drew Fosgard, Director of Partnerships & Carrier Strategy at Isometric Technologies. "This collaboration represents a powerful alliance between ISO's industry-leading Transportation Performance Intelligence platform and Youredi's expertise in data connectivity. Together, we can significantly shorten the time of deployment to creating genuine added value. We will redefine how broker clients can access and leverage data by providing them with more efficient transportation management."

"In these tough times in the logistics and transportation industries, we are excited about the opportunities that this collaboration with ISO presents to broker customers," said Jaakko

Elovaara, CEO at Youredi. "By combining ISO's Transportation Performance Intelligence capabilities with Youredi's advanced data connectivity solutions, we are not only streamlining connectivity for ISO's clients, but driving innovation and efficiency within the transportation industry as a whole. Every broker can use this joint offering, regardless of the TMS in use. We want to replicate this solution deployment very widely."

About Isometric Technologies (ISO):

Isometric Technologies (ISO) is a leading provider of Transportation Performance Intelligence, offering a comprehensive platform that enables shippers, brokers, and carriers to accurately measure the total cost of transportation. With a commitment to innovation and excellence, ISO empowers organizations in the transportation industry to make informed decisions and optimize their operations.

To learn more about ISO's Transportation Performance Intelligence platform, reach out to sales@iso.io or visit www.iso.io and book a demo.

About Youredi:

Youredi is the leading provider of fully managed data integration services and solutions for logistics and the global supply chain.

Youredi enables customers to scale their business and automation needs through its unified, modern platform for API and EDI transactions. In addition to technology, Youredi understands your business needs.

Youredi's solutions are versatile, secure, reliable, and available as a fully managed integration service. Youredi enables quick data connectivity and process integration between trading partners of any type. By integrating with ecosystems, carriers, shippers, consignees, and the systems they use, Youredi provides scale, speed, and agility for the global market. A seamless and timely flow of 100% accurate data provides organizations with the ability to analyze and optimize all their supply chain processes.

Youredi has a global presence with offices in Finland, the Netherlands, and the United States.

To learn more about Youredi's suite of data integration and connectivity solutions, reach out to talktous@youredi.com or visit www.youredi.com.